NEW YORK, SUNDAY, FEBRUARY 1, 1914. Copyright, 1914, by the Sun Printing and Publishing

FREDERICK LOESER & CO.

BROOKLYN ADVERTISEMENTS.

In every detail the Leading Retail Establishment of Brooklyn.

INCLUDED IN THIS SALE are all our regular stocks, except sectional bookcases, and a few other articles and also an im-

mense quantity of new Furniture just from the makers and representing special purchases.

ture we ever assembled.

It is NEW. No left-overs. No patterns that have proved "slow sellers." Just the finest patterns, the choicest woods and veneers, the highest

grade of cabinet work and upholstering that are

Entirely apart from the question of price, we submit this stock of Furniture as remarkably fine; so fine that it will be a pleasure to look through it and a delight to select from it.

Never before, to our knowledge, has so broad

a variety of very choice Furniture been offered, as now, for TEN PER CENT. TO A THIRD LESS THAN THE REGULAR PRICES.

Special planning has made this Sale a possibility.

sell for low prices that will seem hardly credible.

Everybody will find the right sort of Furniture at Sale Prices.

Some of the Values in our Annual China Sale which opens tomorrow are so large as to be almost unbelievable.

Under normal conditions they would of course be impossible, even

in a regular once a year extra-measure event. But the unexpected has liberally sweetened the usual repast—for your profit.

Greatest Fancy China Values Ever

In All Our Experience

produced in America.

Rapids and in other cities.

save \$20, or \$30, or more.

25c Ramekins or Pate Cups and 10c at 1 plates, all sizes, worth 25c, and 35c, at 10c Tea Cups and Saucers, worth 25c, at 10c 25c. Olive or Bonbon Dishes 10c 25c. Cream Pitchers 10c 25c. Puff Boxes 10c 25c. Hair Receivers 10c Plates of various sizes, worth 50c, to \$1 pt 25c at 25c.

a saving.

It is without exception the best stock of Furni-

BROOKLYN ADVERTISEMENTS.

Now the February Sale of Furniture

Passing All Records :: \$350,000 in NEW Furniture

At 10 to 331/3% Reductions

Several months ago we selected the finest designs newly offered by the foremost makers in Grand

By placing large orders and through various economies which the makers effected, we have

The home that needs some small but artistic Furniture to brighten a room will find it here

The lord of a manor may equip here his great rooms with fine Period or imported Furniture

shown: the reserve stocks filling our warehouses ready to be called in as soon as required.

For each hundred dollars you invest in Furniture now you will save at least \$10—and may

Loeser Mattresses, Box Springs and other Bedding are of the most reliable kinds, made under best conditions of new and sanitary materials. Loeser prices are always moderate prices.

and save enough to lessen the cost of living.

Three floors are required to exhibit the Furniture—and yet in many instances only the samples

Special Word About Bedding

But for this occasion, in conjunction with the Furniture, we have prepared special offerings which bring prices to the lowest point they have ever reached for equal qualities within our recollection.

This is one of the most important features of the Sale—one that should not be overlooked.

To Loeser's Tomorrow Our Greatest Annual Sale of

Most of these makers are regular suppliers of our stocks—and in a large way. On that score alone it was worth their while to work with us toward a large success for this annual event.

secured certain suites and single pieces that are notably fine and desirable and that we can now

The young couple planning their new home will find that it solves their problems.

The Subway to Hoyt Street Brings the Loeser

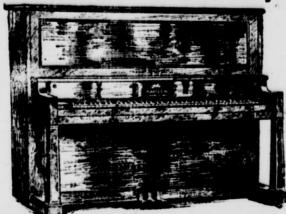
Store Within 17 Minutes

of Forty-second Street.

### Loeser's, The Piano House of Brooklyn Has the Honor to Announce the Addition to Its Roll of Eminent Pianos and Player-pianos of

## The Gabler Piano

Famous Since 1854



The Piano

Famous Since 1854

PROBABLY NO PIANO is more favorably known in Brooklyn than the Gabler.

In many homes there are Gabler Pianos purchased two score or more years ago, which are today giving satisfactory service to the children and the grandchildren of their original purchasers.

It is in line with our policy of providing THE RIGHT PIANO AT THE RIGHT PRICE that we take over the Gabler distribution for Brooklyn and Long Island.

Our arrangements with the manufacturers are such as to make certain that we get the very best of these famous instruments. It is stipulated by Mr. Gabler that he will personally inspect and guarantee every Piano or Player-piano that is sent to Loeser's.

January 16th, 1914.

Messrs. Frederick Loeser & Co., Brooklyn, N. Y.:

I am much pleased with your decision to include the Gabler Pianos and Player-pianos with the group of fine instruments of "the Piano house of Brooklyn."

Piano house of Brooklyn."

To make sure that you and your customers will be fully satisfied with the instruments purchased from us, it is my purpose to give personal inspection to every one of them, and this, together with our guarantee to make good any defect in workmanship or material, safeguards you fully.

The Gabler Piano as now made and as it will continue to be made by the E. GABLER & BRO. INC. embodies the original Gabler scales and, through my personal connection with the company, it is my hope not merely to maintain Gabler quality, but to improve it.

Wishing you the best of success, believe me.

EMIL E. GABLER, V. P.

The Gabler Name

Will Never Go On an Unworthy Piano

Since 1854 it has been the signature on one of the best pianos produced in this country-an instrument designed by the founder of the house, who was one of the greatest scale draftsmen of the century.

The original Gabler scale has never been surpassed, but in each succeeding year the effort has been to develop it to a higher perfection.

Perfection is the Gabler standard. Every part of every Gabler Piano is measured by this ideal.

Nothing is ever skimped or slighted, nothing is substituted because it is cheaper and will not show.

The finished Gabler Piano, constructed with these ideals, is ever ready for comparison with Pianos of the very highest types.

Gabler Pianos from \$300 up.

Gabler Player-pianos from \$600 up

### Special Introductory Offer

### 25 New Gabler Pianos at a Reduction of \$50 Each

By special arrangement with the manufacturers we are permitted to make this offer: To the first 25 purchasers of Gabler Pianos or Player-Pianos at Loeser's we will allow a reduction of \$50 from the regular price.

Choose any Gabler Piano you desire from our floors and make the deduction. This offer holds good only on the first 25 instruments sold, after which it will not be possible to obtain one of the famous Pianos for less than the regular price.

PIANO HOUSE OF BROOKLYN



**PIANO** HOUSE OF BROOKLYN

French Woman Aviator Showed Remarkable Courage in

Recent Accident.

MEDAL WELL DESERVED

Has Won Fame and Prizes in Swimming, Shooting, Riding and Flying Events.

pecial Correspondence to THE SUS Pakis, Jan. 23 .- A Paris paper has asked certain prominent women whether or not a woman possesses the physical and moral aptitude necessary to run an automobile. The Dowages Duchess d'Uzes has no doubt in the matter. She thinks a reman can fulfil every requirement, and she herself was the first woman to obtain a chauffeur's license. Mme. Lesueur, the authoress, is of the opposite opinion. She has ridden and driven horses, but says that "between women and horses there saists sympathy, comprehension or unexists sympathy, comprehension or un-derstanding, which, of course, cannot be created between women and machines." But no better illustration of what a woman is capable of doing can be found than the case of Mile. Marle Marvingt, the

comman aviator. She is just recovering from an aeroplane accident which happened on December 12.

She had been taking her daily flight from Reims when a fog came on. Choosing a suitable field, she landed safely, but her aeroplane had already run a few lards along the ground when the front hart stuck in the soft ground. The matchine turned a complete somersault and

RECORD FOR PLUCK

buried her beneath the frame. After a few attempts to get free she had to resign herself to waiting for help. Her aviation helmet was completely driven into the ground and her face was dripping with blood.

The plucky aviator could hardly breathe but was also are the could hardly breather the could hardly breather

Mlle. Marie Marvingt



won her the first gold medal of the French. Mr. Shaw's retort to the accusation of Academy of Sports and the title of the plaglarism is looked forward to with great world's greatest sportswoman.

ried her to the nearest village, where, in the absence of a doctor, she directed the bandaging operations herself. It was her

first aeroplane accident in the two years she has been a pilot. But Mile. Marvingt is an exception. She

has studied law and medicine, singing, painting and sculpturing, besides which

In 1907 she swam through Paris, seven and a half miles, in 4 hours 8 minutes.

beating Miss Annette Kellermann's time by an hour. She has climbed all the

ing prize at 300 yards under army rules. As a cyclist she has ridden the

Nancy-Milan, Nancy-Toulouse, Nancy-

Bordeaux races.

she has also appeared on the stage.

## CHARGE OF PLAGIARISM "She is not dead, but nurry up and, above all, don't smoke!" She was drenched with petrol and a light brought near would have meant be-ing burned to death. An automobile car-

His "Pygmalion" Strangely Resembles Part of Smollet's "Peregrine Pickle."

BERLIN, Jan. 22 .- Has Bernard Shaw been guilty of plagiarism? An industrious student of English literature, writing in heights of the Alps, has won innumerable markable similarity between the much She praised "Pygmalion" chapter of "Pereprizes for skiing and bobsleighing. She shoots and fishes and has won a shoot-

Those who have forgotten the details of Smollett's tale may be reminded that in one episode of the story the hero, in very much the same way as the professo in "Pygmalion." purchases for a smal This accomplished sportswoman rides, in This accomplished sportswoman rides, both astride and sidesaddle and holds a pilot's license for spherical ballooning and for aeroplanes. She was one of the first women aviators, being a pupil of Latham. Her license dates from 1909, which makes her a veteran in flying.

She has crossed the North Sea in a state bettom a small one, the here gives his prategree lessons in propognication.

Her license dates from 1909, which makes her a veteran in flying.

She has crossed the North Sea in a balloon, taking with her a passenger, M. Garnier, who was making his first ascent. They left the Nancy exhibition at 11 o'clock in the morning on October 26, 1909, and had an excellent trip until night came. At 11 in the evening they reached the Zuyder Zee. Mile, Marvingt continued and passed the North Sea, with only five sacks of ballast remaining. At 3:30 in the evening the rain came on and the balloon, weighed down by moisture. Clinging to the ropes the pilot and her passenger bounded from wave to wave until they reached the English coast. At 1 in the morning the balloon, after hitting several trees, came to a stop and they were safe. Her adventurous career has won her the first gold medal of the French.

curiosity.

# Fruit and Entree Plates, worth up to \$2,

## MADE AGAINST SHAW

## Fruit and Entree Plates, worth up to \$2, at ... act. and Bouillon Cups and Saucers, worth 50c, to \$1, at ... Example 25c Chocolate Cups and Saucers, worth 75c to \$1, at ... Example 25c Chocolate Cups and Saucers, worth 75c to \$1, at ... Example 25c Chocolate Cups and Saucers, worth 75c Chypinner Cups and Saucers, worth 75c Chypinner Cups and Saucers, worth 50c to \$1, at ... Example Comb and Brush S2.50 Cake Plates at ... Example Comb and Brush S2.50 Cake Plates at ... Example Comb and Brush Chypinner Cups and Saucers, worth 50c Cabe ... Example Comb and Brush Chypinner Cups and Saucers, worth 50c Cabe ... Example Comb and Brush Chypinner Cups and Saucers, worth 50c Cabe ... Example Comb and Brush Chypinner Cups and Saucers, worth 50c Daylor Composition at ... Example Comb and Brush Chypinner Cups and Saucers, worth 50c Daylor Composition at ... Example Comb and Brush Chap and Brush Chypinner Cups and Saucers, worth 50c Daylor Composition at ... Example Comb and Brush Chap and Saucers, worth 50c Cabe Plates at ... Example Comb and Brush Chap and Saucers, worth 50c Cabe Plates at ... Example Comb and Brush Chap and Saucers, worth 50c Cabe Plates at ... Example Comb and Brush Chap Daylor Composition at ... Example Comb and Brush Chap Daylor Composition at ... Example Comb and Brush Chap Daylor Composition at ... Example Comb and Brush Chap Daylor Composition at ... Example Comb and Brush Chap Daylor Composition at ... Example Comb and Brush Chap Daylor Composition at ... Example Comb and Brush Chap Daylor Composition at ... Example Comb and Brush Chap Daylor Composition at ... Example Comb and Brush Chap Daylor Composition at ... Example Comb and Brush Chap Daylor Composition at ... Example Comb and Brush Chap Daylor Composition at ... Example Comb and Brush Chap Daylor Composition at ... Example Comb and Brush Chap Daylor Composition at ... Example Comb and Brush Chap Daylor Composition at ... Example Comb and Brush Chap Daylor Composition at ... Example Composition and Brush Chap D \$6 to \$175 Dinner Sets, \$3.98 to \$87.50 Every sort of Dinner Set, big and little, is represented in the great special

\$25,000 in Cut Glass, Fourth to Half Less

Not showy looking glass, cut for "sale" purposes, but standard Locser quality Cut Glass, new, rich and sparkling.

500 Dozen Light Weight Cut Glass Water Tumblers in Pretty Floral Designs, 98c. a Dozen

Just an instance of the great reductions in the wanted household Glassware. Vases, Sherbet Glasses, Grapefruit Glasses, Fruit Salad Glasses, Oyster Plates, Fruit Bowls, etc., show equality interesting economies.

\$10 to \$30 Imported Waists for \$5 \$1.50 to \$2 New Dress Fabrics at \$1 a Yard \$3 to \$6 Waists for \$1.98 and \$2.98

\$3.50 Comfortables for \$1.98 \$1.25 to \$5.75 Nottingham Lace Curtains, 75c. to \$3.50

\$6 to \$9 Marie Antoinette Curtains, \$3.95 to 75c. Moire Ribbons at 39c

\$1.25 Corduroy, 28 inch, at 75c. Yard 50c. Printed Silk-Warp Poplins at 29c \$1 Silk Warp Poplins at 75c Men's \$12.50 to \$30 Suits at \$9.50 to \$15.50

\$1.50 All Silk Guaranteed Double Width Satin Charmeuse at \$1.18 \$3 Black and Colored 42-inch Costume Satin

at \$1.69 75c. Yard Wide Corded and Striped Tub Silks at 44c

\$1.75 to \$25 Framed Mirrors at \$1 to \$15 A Great Stock of Furs Much at Half Price Good Values in New Apparel for Women An Important Sale of Persian Rugs and Carpets at Half Price

19c. to \$2.98 Shadow Laces at 5c. to \$1.29 \$3.25 Linen Dinner Napkins at \$2.50 a Dozen \$4.50 to \$6.50 Table Cloths at \$3.75 to \$5.50 Men's and Women's \$4 India Umbrellas at \$2

\$2.50 to \$3 Silk Petticoats at \$1.59 and \$1.98 Women's 12 c. to 65c. Underwear at 6c. to

35c. a Garment Women's 25c. to \$1 Combination Suits at 18c. to 79c

Children's 20c. to \$1 Underwear at 3 for 25c. to 49c

Women's 15c. to \$2.50 Stockings, 10c. to \$1.35 Men's 15c. to \$1.50 Socks, 10c. to \$1 Children's 15c. to 50c. Stockings, 10c. to

Stocks of Fine Merchandise Closed Out By Two New York Importers Bring China, Cut Glass, Artwares, Lamps, Clocks DECORATED

5c

Dinner Dishes 5c. and 10c. Each Values to 75c.
Several thousand pieces of pretty ecorated Semi-Porcelain Ware of the best quality.
The Saucers tread and Butter Plates 5c urkey Platters, oast Platters, teak Platters.

Roast Platters, Steak Flatters, Salad Bowls, Sutter Dishes, Vegetable Dishes, Tea Plates, Dinner Plates, Dessert Flates, Soup Plates, Cream Fitchers. Choose 10c

Silk Shades Reduced

Pottery Kitchen Sets

\$2.98 Sets at \$1.98 \$3.50 Sets at \$2.50

53.98 Sets at \$2.98

Might properly be called Larder sets. Fine German pottery and contain.
6 large Jars for cereals, tea, coffee, etc.; 6 small dars for spices; 1 small Box, 1 vinegar dug; 1 oil dug.
The \$1.08 sets are decorated with Delft scenes on barrel shapes.
The \$2.50 sets are in square shapes decorated in conventional designs in green and blue. The \$2.98 Sets are decorated in

German Silver and Gold Plated Vanity Cases, \$1.69. Values to \$4

Men's 40c. to \$3 Underwear at 19c. to \$1.25 In the above lots size ranges are incomplete and some are subject to slight mill hurts.

3 Pairs for \$1

None sent C. O. D.